

PUBLIC RELATIONS AND MANAGEMENT OF VISITORS IN INCHEON BRIDGE DURING CONSTRUCTION



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Abstract: *Incheon Bridge is the longest Bridge(18.4km) in South Korea and also Main girder length(800m) is ranked 5th grade in the world. It is enough attractive to draw public attention. The number of visitors reaches approximately 110,000 since starting work. Incheon Bridge is a world-wide one so much that about 10,000 foreigners have visited during construction. So, Let us know how a Public Relations Center promotes on Incheon Bridge.*

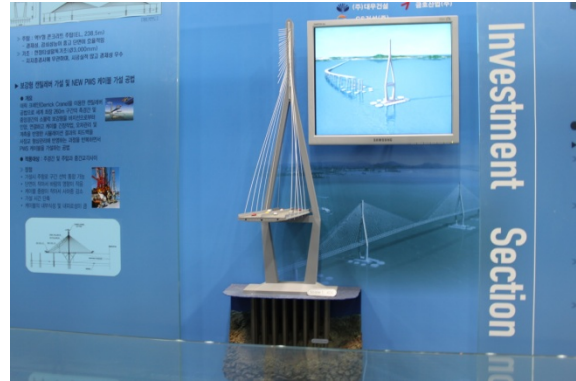
1. Constitution of a Public relations Center in Incheon bridge

Incheon Bridge Project consists of two parts, Private investment section and Government financed section. as same this, Public relations Affairs consisted of main bridges section to show well the public about Incheon Bridge.

In Private investment section, Articles on exhibition of Cable Stayed Bridge, Approach Bridge and Viaduct Bridge have been displayed. First, In Cable Stayed Bridge as Main Bridge of Incheon Bridge, We made a Miniature to understand easily how to construct. Also, We set up all section Miniatures for Approach Bridge and Viaduct Bridge including Cable Stayed Bridge. So, Visitors can compare inside with outside of the bridges. In addition, We added explanation on each bridge in each panel and made memory images to help understanding on the process of bridge installing.

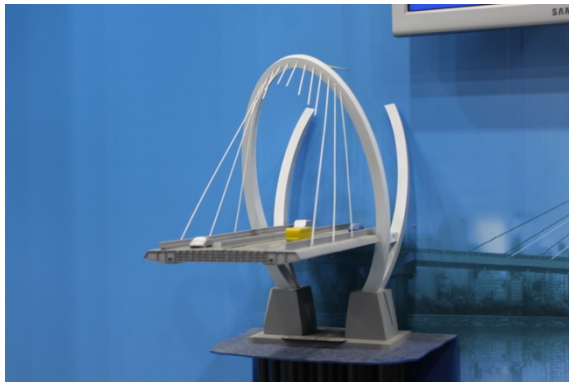


[A Miniatures of Cable Stayed Bridge]

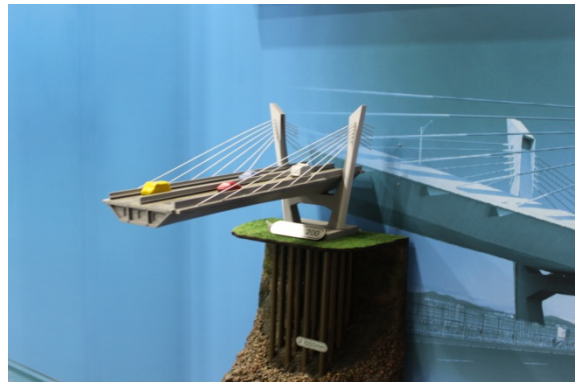


[A Section Model & Memory images]

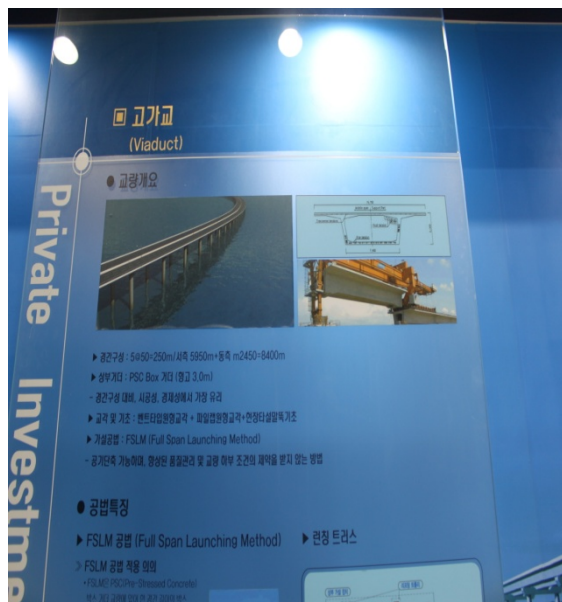
In Government financed section, Articles on exhibition of Hybrid Half Through Arch Bridge, PSC Box Girder Bridge with FRP-covered Struts, V-Shaped Steel Cable Stayed Bridge and Extra-Dosed Bridge have displayed as same as Private investment section and included explanation panel on each bridge and memory images in each section.



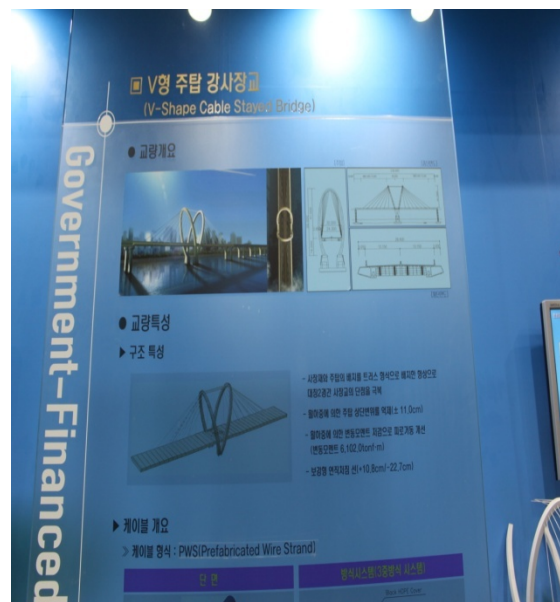
[A Section Model of Butterfly-shaped Bridge]



[A Section Model of Extra-Dosed Bridge]



[Explanation Pane l of Viaduct Bridge]



[Explanation Panel of Butterfly-Shaped Bridge]

In front of Public Relations Center, We established a projector which can screen a film regarding Incheon Bridge construction methods and presentation for making a briefing. As soon as finishing a film, curtain rises and the public can look outside through window wall to maximize the effect.

In another side wall, birds-eye-view drawing was attached to explain the overall present condition and also played a role as a Photo zone. A lot of celebrities from various countries were taken a picture.



[Panoramic Photograph of Public Relations Affairs]

[Birds-eye-view drawing (Photo Zone)]

2. Incheon Bridge Site Tour

2.1 Tour type

We have planned 4 various type of tour according to visitor's need. The following is a tour type table.

Table 1: 4 types of site tour

Course Name	A type	B type	C type	D type
The time required	30 minutes - Presentation : 10 min - Watching video : 10 min - Explain details : 10 min	2 hours - A course : 30 min - Bus Tour : 1.5 hr	2 hours - A course : 30 min - Ship Tour : 1.5 hr	3 hours - A course : 30 min - Ship Tour : 1.5 hr - Bus Tour : 1.0 hr
Visitor Type	General public	- Employee. - Engineer. - Government officer.	- Employee. - Engineer. - Government officer.	VIP
Max. of Visitors	80	45	40	40

2.2 Tour ship and bus

For operating B~D type tour, we have rented a special ship and bus only for visitors.

Table 2: 4 types of site tour

	
<p>Tour Ship</p>	<p>Tour Bus</p>

3. Incheon Bridge's Homepage

Our homepage was opened into Korean and English version. Until now, the number of cumulative visitor is 155,738. Every visitor's can get enough information of incheon bridge ; Overview, Design and Construction Characteristics, Photos, Participants.

Website's address is <http://www.incheon-bridge.com>

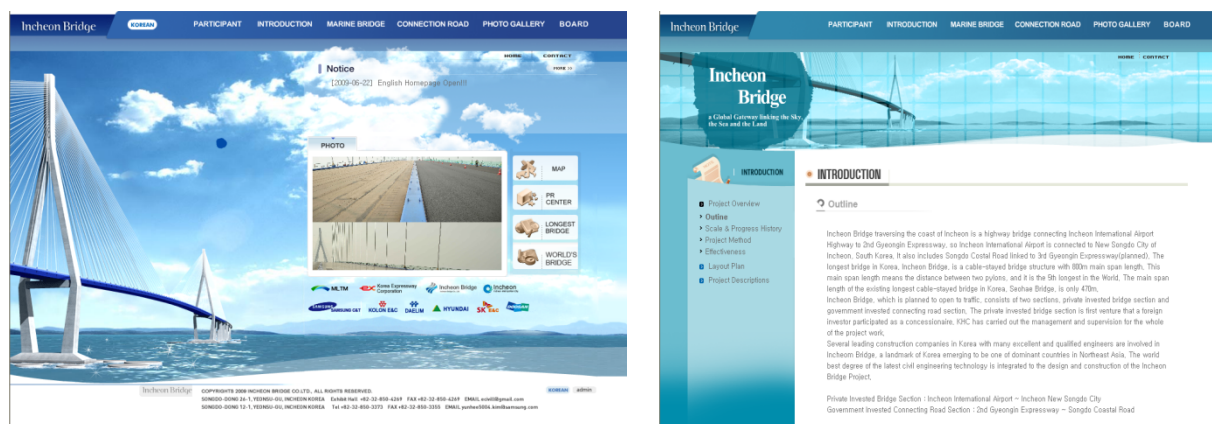


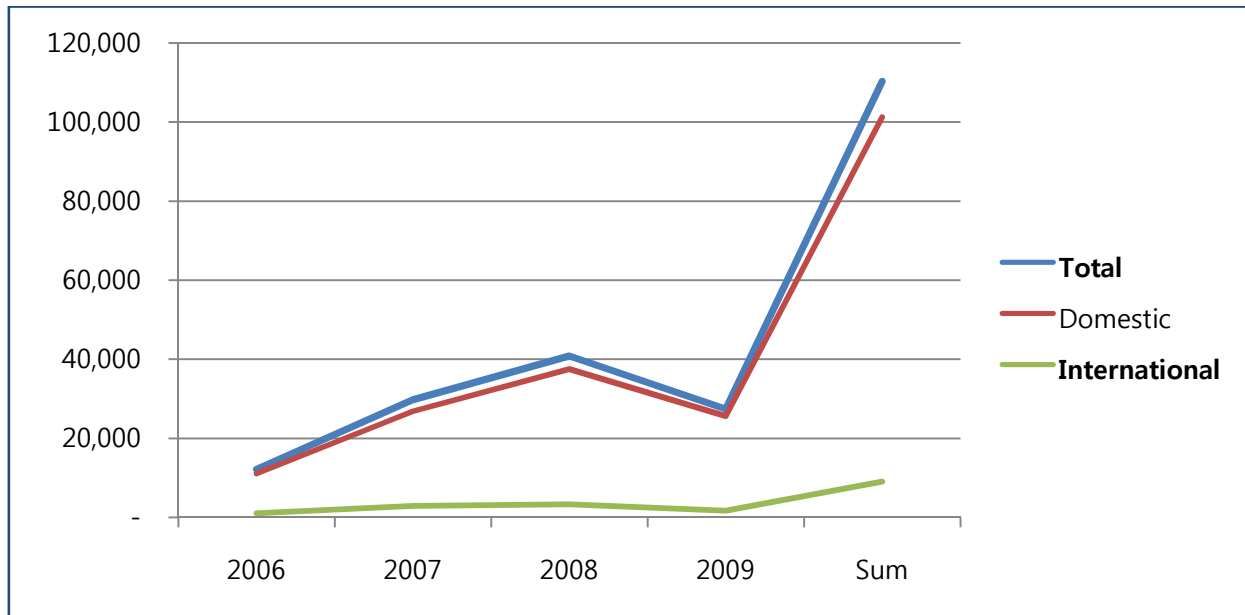
Fig 1. Screen capture of homepage

4. Statistics of visitors

Our PR center was opened in March, 2006. Until now, total visitors are 110,000 people. Among visitors, there are a lot of international VIP , like Andrew prince of UK, Gochoktong ex-minister of Singapore. Also foreign visitor's portion is 8.2% of total. These facts prove that Incheon Bridge is the world-famous landmark of Korea. The following is a statistic table of Incheon bridge's visitors.

Table 3. A statistics of visitors

Type \ Year	2006	2007	2008	2009	Sum
Visitor	12,188	29,816	40,860	27,431	110,296
- Domestic	11,116	26,876	37,515	25,690	101,196
- Foreign	1,073	2,940	3,345	1,742	9,100

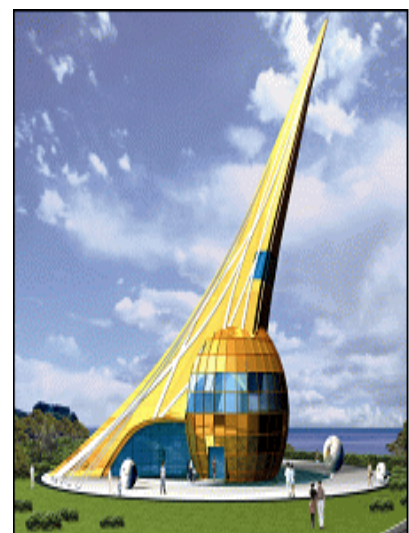


5. Exhibition Center

For commemorating Incheon bridge's completion, We have been constructing the exhibition center in Youngjong Island. The appearance of center symbolize the Incheon City's Bird. The following is a table of center overview.

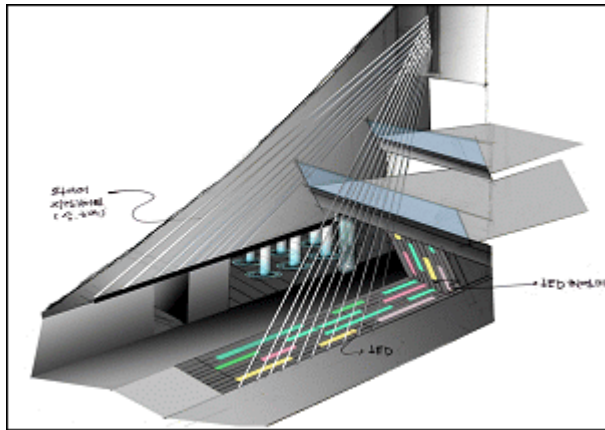
Table 4. Total Overview

Category	Description
Building Base Size	790 m ²
Total Floor Size	1,377 m ²
No. of Floors	4 floors above ground
Height	45.0 m

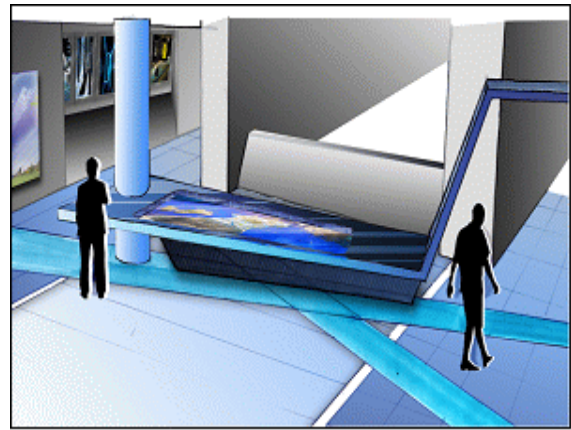


Each floor's displaying contents are like Fig 3.

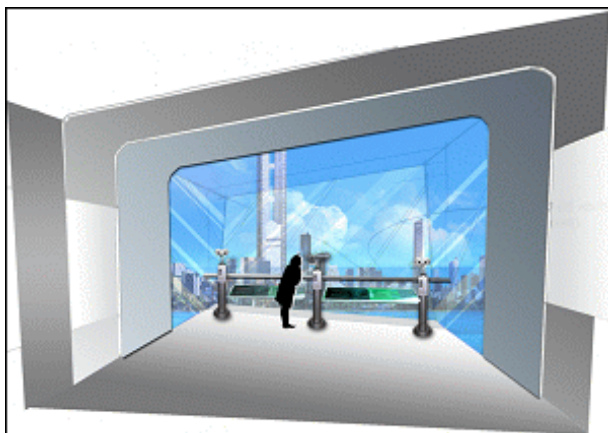
- 1st floor : Welcome message, Introductory Video, Overview of bridge, Museum Cafe
- 2nd floor : Incheon Bridge Library, Brief intro of construction techniques by section, Design
- 3rd floor : Great bridges of the world, Bridge Experience, Electronic Guest Book
- 4th floor : Observation Deck



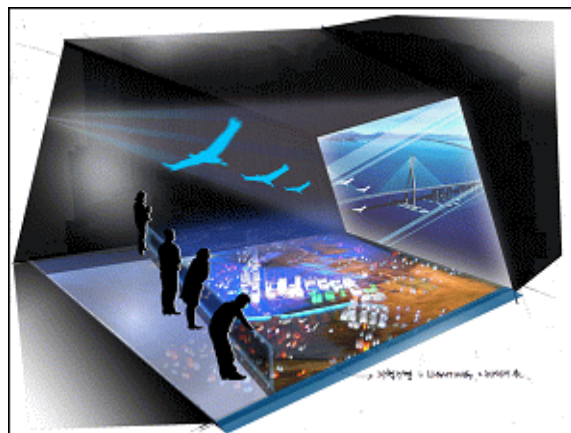
<Welcoming Zone>



<Bridge Model>



<Observation Deck>



<Video Theater>

Fig 3. Detailed Displaying Contents